

Performance of the institution in one area distinctive to its vision, priority and thrust

“Empowerment of women through quality education to make them competent, self-reliant and responsible homemakers, professionals and citizens.” – Vision Statement

Today's job market requires soft skills - good communication skills, computer applications, ability to manage time and handle stress. A survey of our students revealed that lack of communication skills, ignorance about the opportunities available, misplaced aspirations and family attitude-absence of role models within family rigid thinking that did not see girls as earning members, were the major reasons why our students could not find meaningful employment. The result of the My Employability Test (MET) conducted for 221 students to evaluate various abilities like verbal, non-verbal and logical reasoning, numerical ability, and data interpretation again suggested that our students lacked mostly verbal/communication skills. Thus, we identified two thrust areas to work- 1. communication and English language skills of students 2. counselling support to help cope with the mismatch between students' aspiration and family environment.

The Academic Advancement Centre (AAC) set up in 2016-17, began taking Learning Level Tests for students in English, general knowledge and basic mathematics. The centre conducted Personal Enrichment Programme for 44 students imparting interpersonal, social and communication skills. An Academic Enrichment Programme for 38 students, taught effective study techniques, time and stress management, memory and concentration improvement and workshops on self-motivation, online trading and effective communication. In 2017-18, AAC collaborated with Edubridge Private Limited to impart communication skills training to more than 150 students of the first year (BCom-AFI and BA). For ninety-five SYBCom AFI students, 26 sessions on communication skills training were conducted. In 2018, we invested in developing a Language Laboratory using the Digital Linguistic Mentor, software which teaches verbal communication in English. With a library of pre-recorded material, the Lab is one of the best programmes using ICT for education. Students listen to the audio recording of hundreds of English words and repeat the pronunciations, checking with the recorded pronunciations. Samvedana, our counselling centre, played a vital role in improving students' confidence by conducting workshops on self-esteem, self-acceptance, anger management and dealing with negativity. Many of our students face harsh circumstances at home like cramped housing, flooded houses during monsoon, father facing unemployment, invalid mothers, burden of household chores, and often lack support to handle subsequent emotional distress. We often lend support to our students beyond educational guidance, with the college counsellor conducting special sessions on study skills and goal planning for final year students.

The result of these efforts is tangible and impressive. In 2017-18, 72 out of all the students who opted to be trained by TechnoServe, our partner in soft skills training for students, were placed in various capacities such as junior accountant, audit assistant, cashier, logistic executive, cabin crew or help desk manager with companies that include Kotak Mahindra Bank, Lumina Datamatics, Prodata, Ross Warner HR and so on. The National Centre for Quality Management (NCQM) awarded us Best Educational Quality Enhancement Team (BEQET) award in February 2019 for this single-minded approach of preparing students for the job.